MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

DCS5138 – MANAGEMENT INFORMATION SYSTEMS

(For Diploma Students only)

30 MAY 2019
2.30 PM – 4.30 PM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **6 pages** excluding the cover page.
2. There are **2 sections** in this Question paper. Answer **ALL** questions in both sections.

   Section A: 30 Multiple Choice Questions (30 marks)
   Section B: 3 Structured Questions (30 marks)

3. For **Section A,** please shade your answers on the **OMR sheet** provided.
4. For **Section B,** please write your answers in the **Answer Booklet** provided.

Section A: 30 Multiple Choice Questions (30 marks)

*Instruction: Please shade your answers on the **OMR sheet** provided.*

1. The move of retail banking to use ATMs after Citibank unveiled its first ATMs illustrates the use of information systems to achieve which business objective?
   A) Survival
   B) Improved decision making
   C) Competitive advantage
   D) Operational excellence

2. Apple Computer dominates the online legal music sales industry primarily because of a failure of recording label companies to _____.
   A) create a new product
   B) adopt a new business model
   C) improve decision making
   D) invest in complementary assets

3. The three activities in an information system that produce the information organizations need are _____.
   A) input, output, and feedback
   B) data, information, and knowledge
   C) input, storage, dissemination
   D) input, processing, and output

4. Verizon's use of a web-based digital dashboard to provide managers with precise real-time information enabled it to improve which of the following?
   A) Compliance with regulations
   B) Managerial decision making
   C) Efficiency in creation of new products
   D) Employee morale

5. All of the following describe the effects of globalization **EXCEPT**_____
   A) significant decreases in operating costs.
   B) reduction of labor costs through outsourcing.
   C) ability to find low-cost suppliers.
   D) increases in transaction costs.

6. Which type of decision is calculating gross pay for hourly workers?
   A) Structured
   B) Semistructured
   C) Ad hoc
   D) Unstructured

7. Which type of decision is deciding whether to introduce a new product line?
   A) Structured
   B) Semistructured
   C) Ad hoc
   D) Unstructured

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8. Which type of information system uses data visualization technology to analyze and display data for planning and decision making in the form of digitized maps?
   A) Knowledge management system
   B) Executive support system
   C) Decision support system
   D) Geographic information system

9. The _____ phase of decision making discovers, identifies, and understands the problems occurring in the organization.
   A) choice
   B) intelligence
   C) implementation
   D) design

10. The leading methodology for understanding the really important information needed by a firm's executives is called the _____ method.
   A) digital dashboard
   B) balanced scorecard
   C) KPI
   D) data visualization

11. Specialized systems built for engineers, scientists, and other knowledge workers charged with discovering and creating new knowledge for a company are called _____.
   A) enterprise content management systems
   B) expert systems
   C) knowledge work systems
   D) intelligent agents

12. Which of the following would **NOT** be classified as a knowledge work system?
   A) Virtual reality system
   B) Investment workstations
   C) 3D visualization system
   D) Data mining

13. All of the following are intangible assets of a firm **EXCEPT** its _____.
   A) brand
   B) reputation
   C) knowledge
   D) information systems

14. Which of the following would **NOT** be considered semistructured knowledge?
   A) Request for proposals
   B) Voice mail
   C) Videos
   D) E-mail

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15. _____ knowledge exists in formal documents, as well as in formal rules that organizations derive by observing experts and their decision-making behaviors.
A) Unstructured
B) Tacit
C) Management
D) Structured

16. Which of the following statements about disruptive technologies is **NOT** true?
A) Disruptive technologies radically change the business landscape and environment.
B) Disruptive technologies may be substitute products that perform better than other products currently being produced.
C) Disruptive technologies may sometimes simply extend the marketplace.
D) Firms that invent disruptive technologies as first movers always become market leaders.

17. When a firm buy on the marketplace what it cannot make itself, the costs incurred are referred to as _____.
A) switching costs
B) network costs
C) procurement
D) transaction costs

18. Walmart's attempt to increase its online presence is an example of a firm using information systems to_____.
A) strengthen ties to its customers
B) simplify the industry value chain
C) develop synergies
D) achieve low-cost leadership

19. The four major competitive strategies are_____.
A) low-cost leadership, substitute products and services, customers; and suppliers
B) low-cost leadership, product differentiation, focus on market niche, and customer and supplier intimacy
C) new market entrants, substitute products and services, customers, and suppliers
D) low-cost leadership, new market entrants, product differentiation, and focus on market niche

20. Firms use a _____ strategy to provide a specialized product or service for a narrow target market better than competitors.
A) product differentiation
B) market niche
C) mass customization
D) process efficiency

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21. The _____ function is responsible for identifying customers.
    A) finance and accounting
    B) human resources
    C) manufacturing and production
    D) sales and marketing

22. A(n) _____ is typically a major source of data for other systems.
    A) TPS
    B) MIS
    C) ESS
    D) DSS

23. The term *Management Information Systems* refer to a specific category of information systems serving _____.
    A) integrated data processing throughout the firm
    B) transaction process reporting
    C) employees with online access to historical records
    D) middle management functions

24. Which of the following is a highly structured decision?
    A) Creating a new product
    B) Estimating the effect of changing costs of supply materials
    C) Calculating the best trucking routes for product delivery
    D) Granting credit to a customer

25. _____ is a collaboration tool that supports remote (different place), synchronous (same time) collaboration.
    A) Video conferencing
    B) E-mail
    C) A MUD
    D) A wall display

26. _____ provide(s) a methodology and tools for dealing with the organization's ongoing need to revise and optimize its numerous business processes.
    A) Business process redesign
    B) Business process management
    C) CASE tools
    D) TQM

27. Which of the following is more powerful than rationalization of procedures?
    A) Business process redesign
    B) TQM
    C) Automation
    D) Six sigma

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28. Which process develops a detailed description of the functions that a new information system must perform?
    A) Feasibility study
    B) Requirements analysis
    C) Systems design
    D) Test plan development

29. A(n) _____ is an organizational change that involves rethinking the nature of the business and the nature of the organization itself.
    A) automation program
    B) rationalization program
    C) systems analysis
    D) paradigm shift

30. Which conversion process introduces the system first to a limited portion of the organization?
    A) Pilot study strategy
    B) Phased approach strategy
    C) Limited cutover strategy
    D) Parallel strategy

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Section B: 3 Structured Questions (30 marks)

*Instruction: Please write your answers in the **Answer Booklet** provided.*

QUESTION 1

a) You work as a Sales Supervisor at a toy store. Identify the elements in the **THREE** dimensions of the inventory management system that keeps track of inventory levels, orders, sales and deliveries of toys.

(6 marks)

b) *Sisi Mini Mart* is a famous grocery shop in Malaysia. It has 20 branches in Peninsular Malaysia. *Sisi Mini Mart* is considering a decision to establish a new branch in Sabah. Based on the scenario above, discuss the nature of this decision and the level of management that will be involved in this decision.

(4 marks)

[TOTAL 10 MARKS]

QUESTION 2

a) Explain **TWO** types of knowledge a taxi service company might have, and could a taxi service benefits from knowledge management system?

(6 marks)

b) Describe **TWO** types of knowledge management systems that benefit university students and academicians.

(4 marks)

[TOTAL 10 MARKS]

QUESTION 3

a) Describe the type and role of information system used by *Malindo Air* for flight reservation. (3 marks)

b) Describe the type and role of information system that show summarized annual sales data for *Jaya Jusco Shopping Centre.* (3 marks)

c) Prototyping is building an experimental system rapidly and inexpensively for end users to evaluate. Explain **TWO** advantages of prototyping in building information systems. (4 marks)

[TOTAL 10 MARKS]

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